

- Donna  
Lorell  
Erin  
Julie

Dee Dee  
Terry  
Ralph  
Loudes

Baud P-  
Sherry C-

2022.604.0055  
Edna  
Pat & Banner  
Renee -  
11.14.13

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# FEBRUARY 28 -- GARDEN WALK 2104 TEAM LEADERS MEETING

WELCOME - DONNA, MARILYN, JERRI, DEE DEE

## OVERALL CONSIDERATIONS:

- Transition this year
- Theme: *Through the Garden*  
Properties & Business
  - Key Dates:  
Media Day *Feb 5* *Free Press*  
Preview Day *Feb 26*
  - Properties
    - Docents?
    - Learning opportunities?
    - What's special?
    - Descriptions - *Programs*
    - Selling water on site *Supply cooler*  
*Free - Recipe*  
*bins*

*Renee*  
Facebook

*Caterer*

*ASPT*

*Carol Mackenzie*  
*(Carol Friedman)*  
*\**

- ✓ • Community Partner
  - Purple Isles - not this year
  - Who else?
  - What else?
  - Purpose??

*BJS*

## Budget Coordinator:

- Ads & PR -- Lonell  
Poster & artwork

## TDC Grant - IMPORTANT DETAILS HERE

Descriptions needs to be renamed Program in order to be reimbursable under TDC grant.  
Need to discuss number of posters to be printed as are included in TDC grant.  
Expand Signs/Banners to include Flags  
Add under PR, add Web updates as all our ads are pointing people to our website  
Add under PR, Facebook page. I need help understanding how FB works.

## Tickets

- #1 Martha *mm 95* Creating *30 Sunset Rd.*  
Map
- #2 Bob *222 N. Main* Printing

Ticket outlets & distribution

Confirm outlets for 2014

*Bill Seaton*  
#4 Mary Bailey 11 DeLeon - *mm 83* - Bailey's Basin

#5 Kathy + Steve - *mm - 74* 5780

*Cindy + Duayne*  
*Old Road*  
*Gallery*  
*Pottery*



# POST 2013 GARDEN WALK TEAM AGENDA

3/14/13

## REVISED WITH ADDITIONAL COMMENTS

*Community  
Service  
Project*

**GARDEN WALK 2014 - Friday, February 28, 2014**  
**Volunteer Preview Day - Wednesday, February 26, 2014**  
**Media Day - Wednesday, February 5, 2014**

### **Finding Gardens: Donna & Co-Chair**

1. How to get the entire club membership, including the board, to understand the importance in getting more involved in finding and recommending gardens each year. It is not the sole responsibility of the Chair/Co-Chair to find the gardens.

2. **Descriptions:** Plant information and general notes are taken during each visit to a property. These notes are used to assist in the preparation of the "Description Page" handout. It is important to become familiar with each property for this purpose.

3. Consider purchasing "plant name tags" for each property. This would necessitate a new committee of volunteers.

### **Garden Team Captains : Jean Simmons, Co-Chair** **Renee Duncan, Co-Chair**

1. Report on activities at each property.
2. Any comments from visitors on what types of properties they are interested in seeing.
3. Were the police officers helpful at the three locations.

**Outlets for Tickets:** Dee Dee

1. Report on sales of club members and each outlet.

Key Largo Chamber of Commerce  
Key Largo Florist & Gift Shop  
Tasters Grille  
Islamorada Chamber of Commerce  
Green Turtle  
Dockside Mart

2. Distribution of tickets to each property and clubhouse. Most northern and most southern properties always get more tickets. Clubhouse ran out early.

3. Tickets are advertised as being sold on the day of the walk at all outlets and the clubhouse. Unsold tickets should only be picked up after the day of the walk.

**Hosts/Hostesses:** Julie Schneeberger, Chair

Jean Simmons  
Renee Duncan

1. Comments from volunteers working each property.
2. Issues in recruiting volunteers.
3. Hosts/hostesses need to greet and inter-act more with visitors.

**Clubhouse Tea Party:**

Barbara Pareira  
Susie Ley  
Beverly Middleton

2. Was budget followed. **Prepare and submit budget in August.**

3. New memberships.

4. Although the numbers were off from last year; the event was another successful one.

**Publicity:** Lonell Rice

1. Report on all advertising including the findings of the questionnaire.

2. Publicity Day with reporters – need to resolve date issue. **February 5<sup>th</sup>.**

3. TDC grant – should we move forward in applying. **Need to form committee to start working on application for 2015. This is formed and working on the Grant. j**

**Grounds:**

Terry Estep  
Ralph Reeves

1. Grounds preparation and order/delivery of bathroom facility and insurance.

2. **Block off drive-way in back of clubhouse.**

**Banner:** Pat Cullin

1. **Banner needs to be installed no later than February 1<sup>st</sup>.**

✓ **Vendors &  
Entertainment:**